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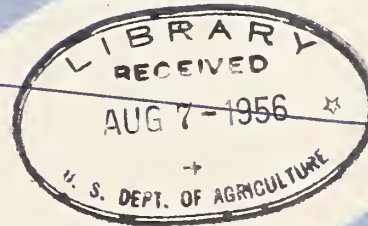
TOMORROW



TODAY

*Changing
Styles*

in HOME
DEMONSTRATION
WORK



1910-17

Federal Extension Service
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A275.2
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CHANGING STYLES IN HOME DEMONSTRATION AGENTS' WORK

PART I

We can better understand the modern role of the home demonstration agent if we take a quick glance backward to YESTERDAY and then by quick jumps wend our way up the road to the scene of today. First we shall start with the period 1910 to 1917 (Chart 1).

1910-17 PERIOD

Can you visualize the American farm home of 1910? A great deal has happened since that year when the first pioneer home demonstration agents started work in the South.

The Farm Home of 1910

In 1910, there were very few farm homes with running water or with electricity; no farm homes with mechanical refrigeration, deep freeze units, or electric washing machines. The homemaker used kerosene lamps for light and burned wood or coal for heat. She had few laborsaving devices to help shorten her long work day and to lessen the manual labor in the home during the heavy farm work season.

The family produced most of the things they required. The homemaker and her daughters worked in the garden and with the poultry. Tomatoes were grown and canned, not because she knew about vitamins but because the homemaker found that tomatoes improved the health of her family. She performed many other creative tasks in addition to growing and preserving food. She baked her own bread and made most of the clothing for herself and children.

Communication

In 1910, the homemaker's world was her neighborhood. She was isolated; and there was no pressure from outside the home for her time. Her family was dependent upon its own resources for amusement and upon the neighbors for social contacts. The homemaker and members of her family worked together and played together. They went to church, had prayer in the home, and had time to think and to feed the spirit. She wanted to get to town more often.

Talk prepared by Gladys Gallup, Assistant Director, Division of Extension Research and Training, for the National Home Demonstration Agents' meeting, Seattle, Wash., October 11, 1955. Part I was presented by Mildred Omler, Home Demonstration Agent, Oceana County, Mich. Each of the seven periods described in Part I was represented by the Washington State home demonstration agents, who were dressed in the different costumes of the periods. Parts II and III were presented by Gladys Gallup with charts showing some changes in the American scene which influenced farm family living and home demonstration work, 1910 to 1955.

However, she had few chances, if any, to travel to the city. It was a real event for her husband to hitch up the horse and take the family to town for a Saturday afternoon of shopping. There were no buses, no paved highways, and no central schools.

Telephones were scarce and there were no radios or television sets. The homemaker took a weekly newspaper and one magazine which usually had little of special interest to her. The homemaker had little communication with the outside world.

The Extension Program

We now read from the record the role of the home demonstration agents from 1910 to 1917. These pioneer home demonstration agents, most of them farm-reared, worked among their own people. Many of them had been rural school teachers. They had great vision of what lay beyond the classroom--they had zeal for their work. They were employed "to demonstrate home economics, poultry raising, and other forms of ladies' work." Programs were based on available research mostly in the field of nutrition. There was a little textile research. They carried information from the college out to the farm woman. They did this usually by horse and buggy, traveling long distances over poor roads.

They gained the confidence of the homemaker by showing her and her daughters how to add to the family income by better production of garden and poultry. They demonstrated canning, pattern making, clothing construction, and better laundry methods. They helped the homemaker to make labor-saving devices such as fireless cookers. The subjects which were taught were specific skills and the homemaker learned through the result and method demonstration. The homemaker learned to do by doing.

The home demonstration agent, to her contemporaries and to herself, appeared a very modern woman. Naturally, she wore her skirts to the ground, wore high bone collars and very large hats, which were the styles of that era. (Illustration 1. 1910-17 Period.)

1917-18--WORLD WAR I

The year 1914 was a momentous one in extension work. This was the year that Congress passed the Smith-Lever Act. The farmers of the United States were living peacefully and their wives were learning homemaking facts from the home demonstration agents. Across the world in Serbia, a country almost unknown to Americans, a shot rang out and the Archduke of Austria lay assassinated by an insane Serbian boy. The boy's action caused a declaration of war in Europe. The American farmer read of this event. He considered it a matter of small importance, but 3 years later his own boys were either fighting or producing food to win the war.

The needs and interests of homemakers changed to meet this great emergency. The efforts of the farm family were directed toward growing food to win the war. The homemaker learned to substitute potato flour or cornmeal for wheat flour and to preserve more and more food.

By the end of the war, the home demonstration agent had proved to everyone the value of her work, by demonstrating, through teaching simple skills, the planting and care of war gardens, use of food substitutes, and methods of "cold water bath canning." She also helped with the Liberty Loan and Red Cross Drives. In order to reach enough people she worked through local leaders and organized home demonstration groups. Articles written by home demonstration agents appeared in weekly newspapers. Timely circular letters were sent to families. There were telephone and office calls not only from farm homemakers but from homemakers in towns and cities. Home demonstration agents were employed in cities for the first time.

The women and the home demonstration agents changed their costumes with changing times. Skirts were shortened to ankle length, hair was worn long, and high top boots were worn with black or brown lisle daytime stockings. (Illustration 2. World War I Period.)

THE 1920's

The 1920's started as a period of relaxation, the aftermath of the war. The homemakers, having helped to win the war, enjoyed a little more income for family living than they had had for a long time. They were interested in making new clothes, as the styles changed drastically after the war. They wanted help on patternmaking, construction of clothing, dress forms, and millinery. They wanted to fix up their homes and asked for help on kitchen improvements, home furnishings, and handicraft.

Now there was more subject matter available from the land-grant college. The Purnell Act, passed in 1925, gave impetus to home economics research. During the 1920's subject matter was organized around clothing, child feeding, food production and its selection and preparation, dairy products utilization, preparation of school lunches, health, home management, home accounts, kitchen improvement, home furnishings, community enterprises, and child care and development.

Less than 2 years after the end of the war women were granted the vote. The homemaker realized that this was a responsibility as well as a privilege.

In 1920, radio first appeared as a communication medium. This new medium, based on ear appeal instead of eye appeal, opened up a new and unique channel of communication. The University of Wisconsin began transmitting educational programs in 1920. However, not until 1925 do we have a record of even a few extension workers giving broadcasts.

During this period, homemakers were expressing an interest in child care and development. In 1925, our first family life specialist was employed in Illinois.

Our styles in clothing changed with the changing times and by the late 1920's women had reduced the yardage of their garments by one-half. Women sought to look pencil slim, and they wore their hair short, bobbed, or boyishly shingled. Liquid nail polish appeared, flesh colored stockings, picture hats, and cloches, which almost covered the eyes, were the style. Costumes had

lowered waists and were shapeless, and beads were much in evidence. (Illustration 3. 1920's.)

Then came the depression.

THE DEPRESSION--1929-40

By 1927 and 1928 the depression had already started on the farm while the factory laborer and stockholder were making money. There was little cash income during the acute years of depression. People were urged to "eat it up," "wear it out," "make it do," and "do without."

The home demonstration agent changed her role with the changing times and focused attention upon agriculture as a mode of life and upon the satisfaction of rural life aside from financial returns from farming. She began to give assistance on recreational and cultural activities.

There was a revival of home industries to add to family income. During this period help on low-cost diets was requested. The mattress program helped to improve living and to reduce the oversupply of cotton. Increased food production and canning, bartering, and remodeling clothes helped to supplement the income.

During the depression period farm and home economic conferences, which had started in some States as early as 1924, were continued. At these conferences farmers and their wives came together to discuss living costs and how they could raise their level of living.¹ There was increased interest in home accounts.

Extension methods emphasized the use of discussion in meetings, discussion leaflets were written, and the need to integrate subject matter and focus on problems faced by families through the family approach was emphasized. "Unit" demonstrations and "whole" demonstrations were stressed.

Again styles in clothes changed. When the stock market crashed in 1929, Paris added to the tumult by outmoding women's wardrobes overnight. Skirts dropped to 5 and 6 inches below the knee, waistlines became normal, and curves were again fashionable. Women were urged to go to work in depleted wardrobes and with the shirtwaist style dresses. (Illustration 4. Depression Period.)

WORLD WAR II--1941-46

The gathering war clouds and the sudden demand for American food ended the depression on American farms. Then came December 7, 1941, and we were at war with Japan, Germany, and Italy.

Emphasis again, as in World War I, was upon increased production of food to help win the war. Once again home demonstration agents were called

¹In 1933 the Bureau of Home Economics prepared a statement on the Outlook for Family Living which appeared for the first time in the Agricultural Outlook.

upon to help with nutrition problems. Food was rationed, home gardens and better health through better diets were stressed. Nutrition committees were organized, and the "basic seven" was emphasized throughout the country.

Simple and efficient ways of getting jobs done with the least amount of time and energy were carried over from war production factories to Extension through JIT (job instructor training), and JMT (job methods training).

Extension teaching methods changed with the changing scene. Gasoline was rationed. Fewer countywide meetings, but more local neighborhood meetings, were held. Neighborhood leaders and simplified leaflets with information to help win the war, were added to other methods to reach the last man down the road.

Nylon hose, created in 1938, were replaced with rayon. Fabrics and shoes were rationed. A law to restrict the use of fabrics was created and women's skirts went up to the knees again. Wide Adrian shoulders were the style. (Illustration 5. World War II period.)

POSTWAR--1946-50

Early marriages and births greatly increased during World War II. The depression had not kept up the normal rate of new housing and the war had almost totally suspended it. Consequently, there was an acute shortage of housing during and after the war. Family life and human relation problems developed as it became necessary for families to live together in the same house.

The boys and girls who left the farm came back to it from Germany, Africa, or Japan, countries about which their families heretofore knew little. They brought to the farm home new worldwide interests.

The home demonstration agent changed her role to meet the changing scene. She brought information to the homemakers to help them in selecting home furnishings, equipment, and clothing. Their problems of home management, family life, and human relations became her problems.

An increasing amount of time was spent on consumer education in food marketing. During this period women specialists were employed in food marketing for the first time.

There was greater use of mass media, especially of radio and visual aids which were developed in World War II for training the Armed Forces. There was a great increase in the use of local leaders and in organized home demonstration groups.

Christian Dior became a household word by shocking the world with his "new look" - skirts dropped to 12 inches from the floor and shoulders took on a natural slope. (Illustration 6. Postwar Period.)

Contrast the home of 1910 with the home of today, and the homemaker of 1910 with the homemaker of today. There has been a tremendous change in the homes, in the standard of living, in the way of thinking, and in the homemaker's status as a citizen.

The Home of Today and the Changing Extension Program

Today, just 45 years later, electric appliances and equipment have revolutionized the home. The homemaker has more work-saving appliances which give her a high physical standard of living. However, there is evidence that with more appliances she does more work, but her home is easier to operate, more comfortable, and better looking. She strives constantly to make her home more functional. She has more money to spend for equipment, furnishings, clothing, and food than she had in 1910.

In 1910, the homemaker made a fireless cooker to save time and fuel. Today she wants facts to help her decide which kind of electric stove to buy, whether to have the oven in the stove or on the wall, whether to buy frozen or canned vegetables, and whether to make or buy clothes. She wants to know how to save time, money, and energy.

In 1910, when she made a dress, she had only cotton, wool, and silk from which to choose. Today, she has many, many new fabrics. She needs facts in order to know what kind of fabric to buy for a dress for the many different occasions and how to care for it.

Work-saving appliances have helped her to decide to have a larger family. Also today she has turned over, to a greater extent than in the earlier periods, to other agencies and to the school, the responsibility of rearing her children. Today the homemaker may work outside the home for pay and may have less time to give to the rearing of children. Fifteen percent of the farm women of the nation in 1955 were employed outside the home, working in nonagricultural industries. Twenty-six percent of the married women living on farms were in the labor force April 1955. (All women now constitute one-third of the total labor force of the nation.)

Today's homemaker has more pressure for her time for social and civic activities outside the home. Thus she may have much less time for privacy and with her family than did the homemaker of 1910.

In 1910, the children listened to their father who was traditionally the disciplinarian. Today, with our teaching of the democratic family the children's role in the family has been changed. Children have many more liberties than in 1910. Therefore, the homemaker is interested in teaching children responsibility. She is interested in things the family can do to have fun together. She is interested in getting cooperation in the family. She is interested in enjoying the family more.

As a result of her privileges as a citizen, the homemaker is interested in public problems and has her own decisions to make. She is concerned about

the schools, juvenile delinquency, accidents, safety for people, mental health problems that have come from the nervous tensions of today, and old-age problems.

The Extension Program of Today

Today, facts are taught which help homemakers to make decisions and choices. In addition to food, clothing, equipment, and housing problems, assistance is given on such subjects as better business practices and family relation problems.

Communication

Today, the farm homemaker no longer is the isolated neighborhood woman of 1910. Her community is larger and more complex and her interests are world-wide. There is little distinction today between the rural and urban women. Communication and transportation have made available to the farm and urban homemakers alike the same product, same ideas and same pressures to buy. Today's family is mobile. There is much moving from farm areas into urban areas and from urban areas into farm areas.

So once again the home demonstration agent changes her teaching methods with the changing times. In 1910, the homemaker was reluctant and suspicious; today she asks for information and we try to make it available through the many channels of communication. In addition to working through local leaders and organized groups the home demonstration agent writes columns for the newspapers, does a regular radio broadcast, and uses television to reach those outside organized groups.

She has a "built-in information program" so that she does not scatter her shots, but focuses the different subjects she is teaching on one or two major objectives or programs. These subjects tie into the longtime extension program planned by the people in the county.

Now we have the basic dress or suit which demonstrates the possibility of fewer clothes--a unified wardrobe which simplifies the clothing storage problem. (Illustration 7--Period of Today).

TOMORROW

The task of the Extension Service has just begun. We see in the distance a long and inviting road, and see many new goals yet to be attained. But the underlying common purpose, the well-being of the family, has kept us on the road and points the direction we are to take. It was the same in 1910, today, 1955, and it will be the same tomorrow.

Our first extension workers in 1910 lighted the candle to show us the way and we follow the candlelight with the pride and zeal of our pioneer women.

We can go forth with the homemakers toward their goal as did the child who knew where he wanted to go and inquired the way:

"How many miles to Babylon?
Threescore miles and ten.
Can I get there by candlelight?
Yes, and back again.
And will the road go all the way?
Yes, to the very end."

SOME CAUSES FOR THE GREAT CHANGES IN THE FARM HOME BETWEEN 1910-55

Part II

Why is it that the world the home demonstration agent looks at today is totally different from the world of 1910? Changes in living have been tremendous during these years.

This great change has been accelerated by two world wars. Knowledge is now available which was not dreamed of in 1910. Research, technology and mass production have increased the amount and kind of material goods universally available.

THERE HAS BEEN A GREAT INCREASE IN POPULATION AND A CHANGE IN DISTRIBUTION OF POPULATION

The U. S. Census Bureau reports that our population is growing at about 7,000 people a day. Projecting this rate of increase to a year's time shows that the Nation is adding annually more than two and one-half million people to its population. This means by 1960 the population of the United States will be roughly about 176,000,000--more than 25,000,000 in excess of the number shown by the 1950 census.

THERE HAS BEEN A SHIFT FROM FARM TO URBAN POPULATION

In 1910, 35 percent of the total population was rural farm, 19 percent was rural nonfarm and less than one-half of the total population was urban. (Chart 2). Practically all the farmers derived their income from the farm. As they were without modern equipment, farming took their entire time. They used horses and hand plows. They forked hay and milked cows by hand. They did not have modern tractors, trucks, combines, field balers, hay loaders, corn pickers, or milking machines.

Since 1900 we have been moving from a predominately rural population to an urban one. Consumption rather than production is now the concern of the majority of homes.

By 1955, the farm population had declined.² Thirteen and five tenths percent of the total population in the United States was classified rural farm, 20

²Farm population is expected to continue to decline, but the big shift has already occurred. Best estimates indicate farm population will be down to 20 million by 1960, and by 1965 it may be reduced to 17 or 18 million--less than 10 percent of the total population.

percent rural nonfarm, and 66.5 percent urban³ (Chart 3). Of the 5,200,000 rural farm families in 1955, 3 million families or three-fifths were farm operator families. Most farms have modern machinery. The widening use of the tractor has enlarged the farm. The farmer is now less and less a laborer by hand, using rule-of-thumb methods, and is more and more a businessman, an operator of machines, or a technologist.

Two-thirds of all these farm families derive income from nonfarm occupations, such as jobs in mines, canneries, and other industries such as white collar jobs in town. Thus we see a rural-urban shift taking place with farm families.

AGE GROUPS OF FARM WOMEN

Those 60 Years of Age and Over

There not only has been a great increase in population and a gradual shift from farm to urban population, but there is also a change in distribution of age groups. In 1920, for example, when we first had a farm census giving information on ages of farm women, 6 percent of them were 60 years of age or over (Chart 4).

By 1950, 11 percent were in this age group (Chart 5). This increase has been brought about by higher standards of living, better sanitation, better nutrition, and advances in medical science which have lowered the death rate. By 1965, a slight increase is expected in the proportion of individuals 60 years of age and over.

Urbanization has aggravated the problem of the aged. In 1900, when about one-half of our population lived on farms, farming permitted old people to retire gradually by performing light chores and retaining ownership and at least nominal management of the farm, while relinquishing the heavy work to children and grandchildren.

Large farmhouses accommodated three generations, and often were centers of sociability, such as family reunions and Sunday dinners.

The traditional three-generation dwelling has been superseded by the two-generation unit in which there is not so much room for the older folks. Laborsaving devices in the home have reduced the chores and housekeeping tasks formerly performed by grandparents as a welcome service.

Younger Farm Women--20 to 29 Years of Age

Another age group of especial interest is the younger farm women 20 to 29 years of age. In 1920, 15 percent of farm women were in this age group (Chart 4).

This number decreased to 12 percent in 1950 (Chart 5), as these women were born during depression years when families had fewer children.

³In the 1950 U. S. Census, urban population is defined to include places with population of 2,500 and over.

It is estimated that there are over 80,000 young farm families in this age group who start farming each year. These younger farm families may need more specialized help in management, credit, and such subjects than do other farm families according to Dr. Christine Hillman.⁴

FORMAL SCHOOLING OF FARM WOMEN

Changes have taken place in formal school levels, which are rising. In 1920, 2 percent of the farm women had college education, 10 percent some high school, and 88 percent had elementary schooling or no schooling (Chart 6).

By 1950, over 8 percent of the farm women had college education, 32 percent high school, and 60 percent elementary schooling (Chart 7).

This has many implications in extension work, as the more formal schooling homemakers have had the easier teaching becomes. Many homemakers have had some home economics in elementary school, high school, or college.

IMPROVEMENTS IN FARM OPERATOR HOMES

In 1920, very few farm homes had electricity, running water and practically no farm families had a home freezer (Chart 8).

By 1955, 93 percent of the farm operator homes had electricity, 59 percent had running water, and 32 percent of the farm homes had home freezers. However, this means that 41 percent of the farm operator homes still do not have running water (Chart 9).

Today work-saving appliances have helped to revolutionize the American home. The appliances help the homemaker to get more work done and give a higher standard of living. Work-saving appliances have made the home easier to operate and more comfortable to live in. Also the appliances have helped an increasing number of farm women to work away from home for pay.

TRANSPORTATION

The car and good roads did much to end the isolation of the farm family. In 1910, very few farmers, approximately 2 percent, had automobiles. Fifteen percent of them lived on or near all-weather roads (Chart 10). By 1955, 71 percent of "farm operator" families had cars and 75 percent lived on or near all-weather roads (Chart 11).

The change in status of the automobile, from a luxury for the few to a necessity for the many, progressively transformed American communities and daily living habits and ideas throughout the period from 1910 to 1955. This change did not come about abruptly. It depended upon three things:

First, an inexpensive car.

Second, good roads.

Third, garages and filling stations.

⁴Factors influencing the lives of a group of young farm families. Ohio Agr. Expt. Sta. Res. B 750, 63 pp. Wooster, Ohio, 1954, by Dr. Christine Hillman.

While cars have broadened geographic horizons, they have also brought many problems. The number of cars has greatly increased each year, and roads have become straighter and speeds faster, all of which have brought about a high percentage of accidents and deaths. The automobile has also added to child delinquency problems.

COMMUNICATION

The telephone, the radio, television, and other agencies along with the automobile have had their part in ending the isolation of the farm.

In 1920 approximately 39 percent of the farm homes had telephones. There were practically no farm homes with radio, and none with television (Chart 12). By 1955, approximately only half of the farm homes had telephones, but 96 percent of the farm homes had radios and 36 percent of the farm homes had television (Chart 13)

Radio and television have made available to everyone alike, the rural homemaker and the urban homemaker, information about the same products and same ideas. Thus, they have helped to lessen the differences between farm and urban women. Public radio broadcasting in America began in 1920, and in that year the University of Wisconsin began to transmit the first educational programs.

The first commercial television station license was issued shortly after 1940, but not until after the war in 1946 was television available as a regular source of information and entertainment. It is estimated that 66 percent of the homes of the Nation have television sets.

FARM HOUSEHOLDS WITH NEWSPAPERS AND MAGAZINES

It is estimated that not many farm families subscribed to daily newspapers, weekly newspapers, women's magazines, or farm magazines in 1910.⁵ Approximately 10 percent took daily papers, 30 percent weekly newspapers, 10 percent women's magazines and 20 percent farm magazines (Chart 14).

But in 1954, it is estimated that 70 percent of the farm operator families read a daily newspaper, 80 percent a weekly newspaper, 70 percent of the homemakers read one or more women's magazines, and three-fourths of the farm operator families took one or more farm magazines.⁶ (Chart 15).

⁵ Rural free delivery was begun experimentally in 1896.

⁶ In the United States in 1954, N. W. Ayer and Sons report in their 1954 Directory of Newspapers and periodicals:

1, 875 Daily newspapers (1, 785 in English language).

572 Sunday papers.

9, 184 Weekly newspapers.

675 Consumer magazines.

1, 800 Business, professional, and technical publications.

270 Farm papers.

A great change has taken place within the newspapers and magazines during the past 10 years. They are devoting three times as much editorial space to food and household equipment as they did 10 years ago when fashions and clothes had the spotlight. Now more emphasis is on food and equipment to make housework easier and more efficient.

By the turn of the century, 1900, there were 12 national magazine publications, each claiming 100,000 or more circulation. There were some specialized interest magazines, such as the Ladies' Home Journal and Youth's Companion.

Today women's magazines have the largest circulation of special interest magazines. Three of the largest have a circulation of 4,000,000 each.

Between 1900-20, many of the leading magazines of today became firmly rooted in the American scene.

There has been a trend toward rejuvenation of weekly newspapers. This is one of the oldest media and it is demonstrating anew the remarkable hold it has on people.

CHANGES IN HOME DEMONSTRATION AGENT'S WORK

PART III

Another reason for the great change in the farm homes of 1910 and today is the influence of the Agricultural Extension Service. The home demonstration agents are a vital part of this Service.

HOME DEMONSTRATION AGENTS, 1915-54

In 1915, we had 357 home demonstration agents (Chart 16). By 1954, we had 13 times that number or 4,694 home demonstration agents⁷ (Chart 17).

A farm woman serving on a panel at the recent meeting of the American Association of Agricultural College Editors in Omaha said, "I shudder to think where our farm families would be today if it had not been for the Extension Service. I think we would be right where some of the families are in the different foreign countries who come to our country to learn of our success."

We are a part of a great unique educational program, the purpose of which is to take research to the people to help them in the solution of their own problems.

⁷In 1914 there were 349 total women workers in extension and in 1915 there were 357 home demonstration agents. In 1954 there were 214 State leaders and supervisors, 307 specialists, and 4,694 home demonstration agents.

The large increase in farm production and in our higher standards of living have come partly as a result of this education; we are a part of it and have done our share in it. Extension work has now spread to the many countries of the world. There are now 26 foreign countries with home economics extension programs.

FAMILIES ASSISTED THROUGH HOME DEMONSTRATION PROGRAMS

In the 1910-17 period it is estimated that the home demonstration agents worked with an average of about 300 to 400 farm families each year (Chart 18). This figure was for counties where we had home demonstration agents. It amounted to about 20 percent of the farm families.

According to our 1954 annual statistical reports the home demonstration agents assisted 39 percent of the farm families, 15 percent of the rural non-farm families, and 7 percent of the urban families in making some changes in homemaking practices (Chart 19).

SUBJECT MATTER TAUGHT IN 1925 CONTRASTED WITH 1954

In 1925, the first year for which we have a record of time spent, the home demonstration agents spent their subject-matter teaching time principally in foods and nutrition, 40 percent; clothing, 25.5 percent; home management, house furnishings, and agricultural engineering, 11 percent; and health and sanitation, 3.5 percent; extension organization, program planning and miscellaneous, 19 percent (Chart 20).

There were not such sharp divisions between areas of knowledge in 1925 as there were later on, as programs expanded and each subject-matter area became more highly specialized.

By 1954, the time spent by home demonstration agents in subject-matter areas changed as follows: Foods and nutrition, 14 percent; plus 3 percent in home marketing and family economics; clothing, 14 percent; home and its management, surroundings, furnishings, equipment, and engineering, 17 percent; community development and public affairs, 6 percent; health and safety, 4 percent; family life, 4 percent; agricultural subject matter, 3 percent. More time in 1954 was spent on extension organization and program planning than in 1925, 26 percent (Chart 21).

Through farm and home development work today the extension workers are helping to integrate subject matter and to focus it more on problems of the family to make it more useful. This is helping to lessen the sharp divisions between subject-matter areas.⁸

⁸Change in emphasis in subject matter is also shown in distribution of home economics specialists by subject matter in the early days of Extension, 1919, and now. In 1919 there were: 18 specialists in clothing; 14 specialists in foods, child feeding, food production, food conservation, and food preparation; 8 specialists in general home economics; 7 in health; 5 in household management; 4 in school lunch; 2 in dairy products utilization; 1 or 2 each in publicity, recreation, and community enterprises.

By 1954 there were: 85 specialists in nutrition and food preservation; 83 in consumer information and in food marketing (The Agricultural Marketing Act was passed in 1946.) One feature of this Act provided funds "to conduct and cooperate in consumer education for more effective utilization and consumption of agricultural products"; 73 in home management; 71 in clothing; 29 in home furnishings; 28 in child care and training; 12 in health and sanitation; 5 in home industries-household arts; and 4 in general home economics. In addition there were a large number of agricultural specialists and information specialists assisting in the home demonstration work.

CHANGES IN EMPHASIS IN EXTENSION TEACHING METHODS USED BY HOME DEMONSTRATION AGENTS

Home demonstration agents continue to use a variety of methods to reach a cross section of people in their counties. There are the basic methods that reach individuals: the telephone, the office call, the home visit, and the result demonstration. There are the methods that reach people in groups: leader training meetings, and meetings of all kinds. Over the years there has been much improvement in meetings and in the use of visual aids in meetings. There is an increasing amount of good research on how to get action through meetings. One of the greatest changes in emphasis in methods is in the methods that reach large numbers of people, mass media methods. This is because an increasing number of families have access to newspapers, magazines, radios, and televisions. The extension workers now have a greater opportunity to reach a much larger segment of the population than ever before.

However, except for radio and television, there is not much difference in the kinds and types of mass media methods used during the years. There has been a continual increase in bulletins and leaflets and there are more newspaper columns today.

In 1930 the home demonstration agents reported an average of 78 news articles written each year. She distributed 1,851 bulletins. Very few radio talks were given (Chart 22).

By 1954, a few more news articles were written, 86 per home demonstration agent. There were many more bulletins distributed (3,833 per home demonstration agent) and an average of 18 radio talks were given by each home demonstration agent (Chart 23).

A study made in 1955 in Louisville, Ky., on "How Consumers Got Information in Louisville," shows the effectiveness of newspaper columns, radio broadcasts, and television telecasts written or made by the food marketing information agent. It shows that 92 percent of families take newspapers, 96 percent have radios and 71 percent have television sets (Chart 24). Do the people read, see or hear the food marketing programs? Forty-five percent of the homemakers in Louisville read the food marketing column, and 28 percent used the information (Chart 25). This program was sponsored by the Kentucky Extension Service.⁹ The study also shows that the radio listeners and the television watchers had used the information presented.

TOTAL HOMEMAKERS ASSISTED

Homemakers assisted in organized home demonstration groups has increased over the years, but there has been a larger increase of people assisted outside organized home demonstration groups than in groups. We are working with them not only through mass media methods, but also through interest groups, through home visits, tours, and other methods.

⁹How Consumers Got Information in Louisville. Extension Service Circular 499, U. S. Dept. Agr. June 1955.

Through our organized groups we have a nucleus, and a large percentage of our local leaders in home demonstration work is a part of these groups.

In 1954 there were 5,736,965 homemakers assisted through the home demonstration work; 1,520,901 assisted through organized groups; 4,216,064 homemakers assisted who were not in organized groups (Chart 26).

SUMMARY

This story of home demonstration work shows that -

1. The interests and needs of homemakers change with the changing American scene.
2. Emphasis in the extension program changes to meet interests and needs.
3. The basic overall objectives or purposes do not change.
4. Emphasis in extension teaching methods change.

Today--The home demonstration agent works with all other extension workers in the county and helps to integrate and coordinate subject matter for use of families--emphasis in 1955 is on farm and home unit approach.

Today--The home demonstration agent is an educational leader in the community. She interprets home economics to the families in the county and the needs and interests of families to other organizations in the county working with families.

Today--She uses all available media. She has a built-in information program so that she does not scatter her shots. She focuses the different things she is teaching on 1 or 2 major objectives. She teaches a few subjects using a large number of methods, and the people in the county are kept well informed of the program. A large number of people in the county have been involved in planning the longtime program based on a careful study of needs. Thus emphasis is on long-range program planning.

Rather than being in competition with radio and television she helps families to evaluate what they hear and see. She helps them to know where to get reliable facts and how to weigh one alternative against another in decision making.

All of the trends that have been given show that we, like all growing institutions, are continually adapting our programs and methods to the changing conditions which affect people we serve.

As we go forward to keep up with the swiftly changing times, we shall need more and better trained staff who will be inspired by what the home demonstration agents, through the years before us, have done toward better living and better health of farm families.

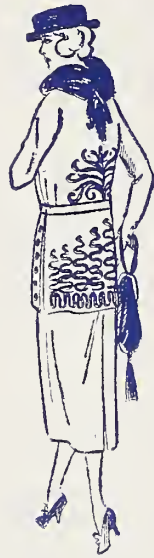
As we go forward our success depends upon how well we work with other people in serving families, and upon our great faith in the ability of people to plan their own programs and to carry them out.

COSTUMES, 1910 - TODAY



1910-17

1



WORLD WAR I
1917-18

2



1920's

3



DEPRESSION
1929-40

4



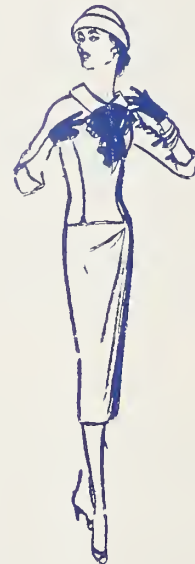
WORLD WAR II
1941-46

5



POSTWAR

6



TODAY
1955

7

Needs and interests of homemakers *Change*

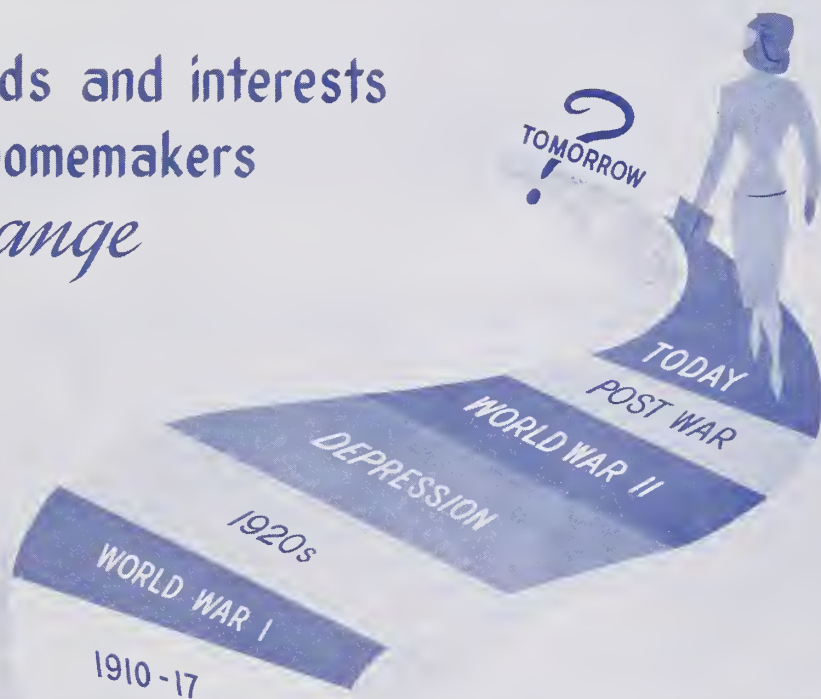


Chart 1. Needs and interests of homemakers change.

IN 1910...the population
looked like this

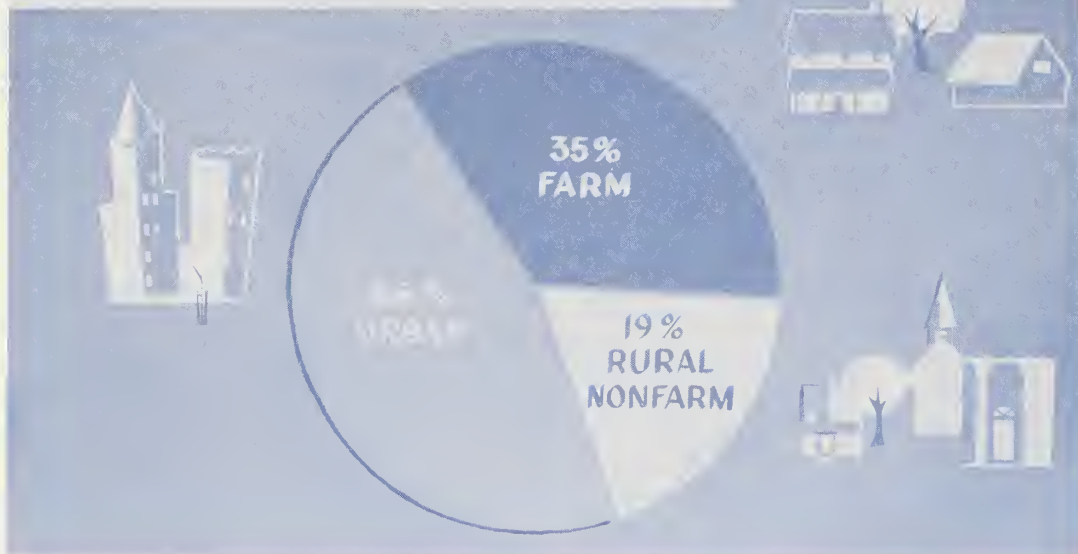


Chart 2. Population in 1910.

IN 1955 *Like This*

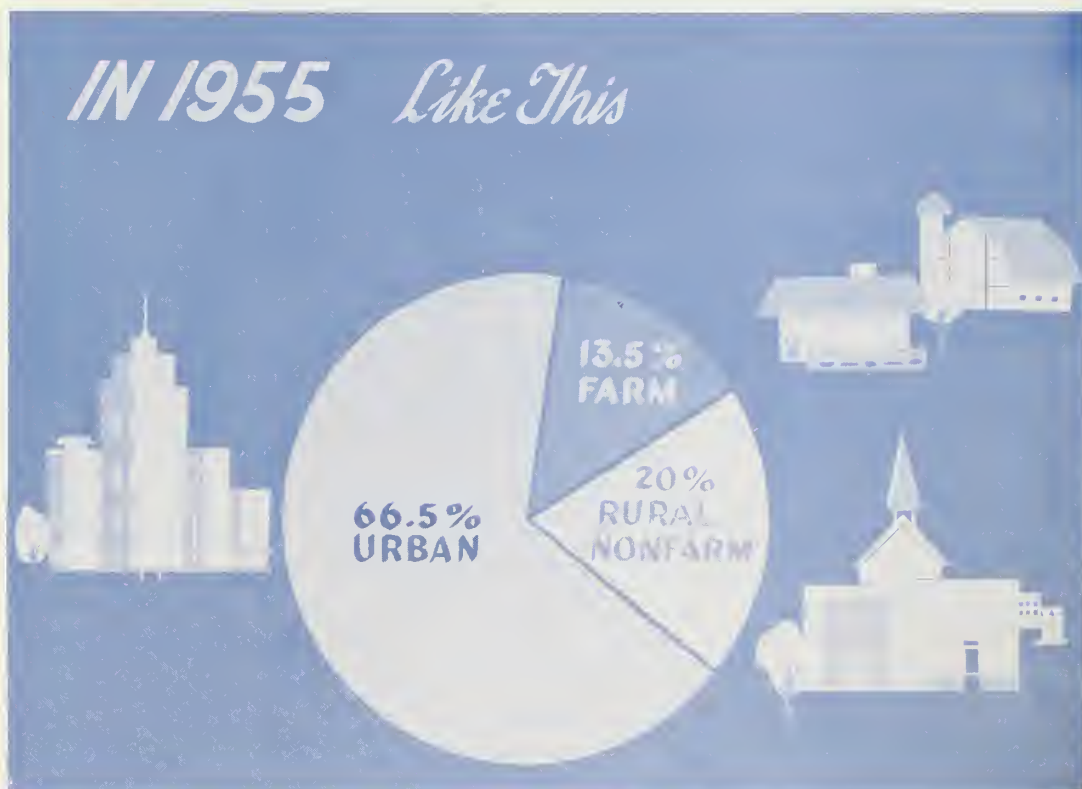


Chart 3. Population in 1955.

IN 1920...

Young
and older
farm women

Age 60 years and over...6%

Age 20-29 years15%



Chart 4. Percentage of farm women in younger and older age groups - 1920.

IN 1950...

Young
and older
farm women

Age 60 years and over..11%

Age 20-29 years12%

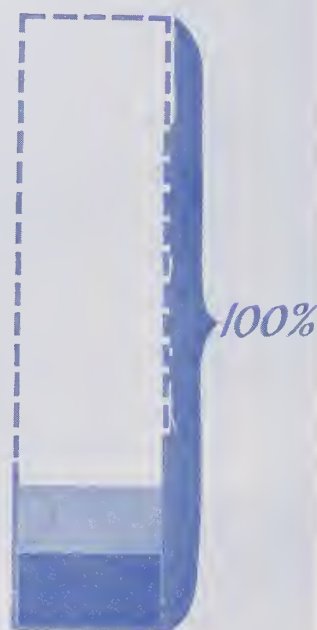


Chart 5. Percentage of farm women in younger and older age groups - 1950.

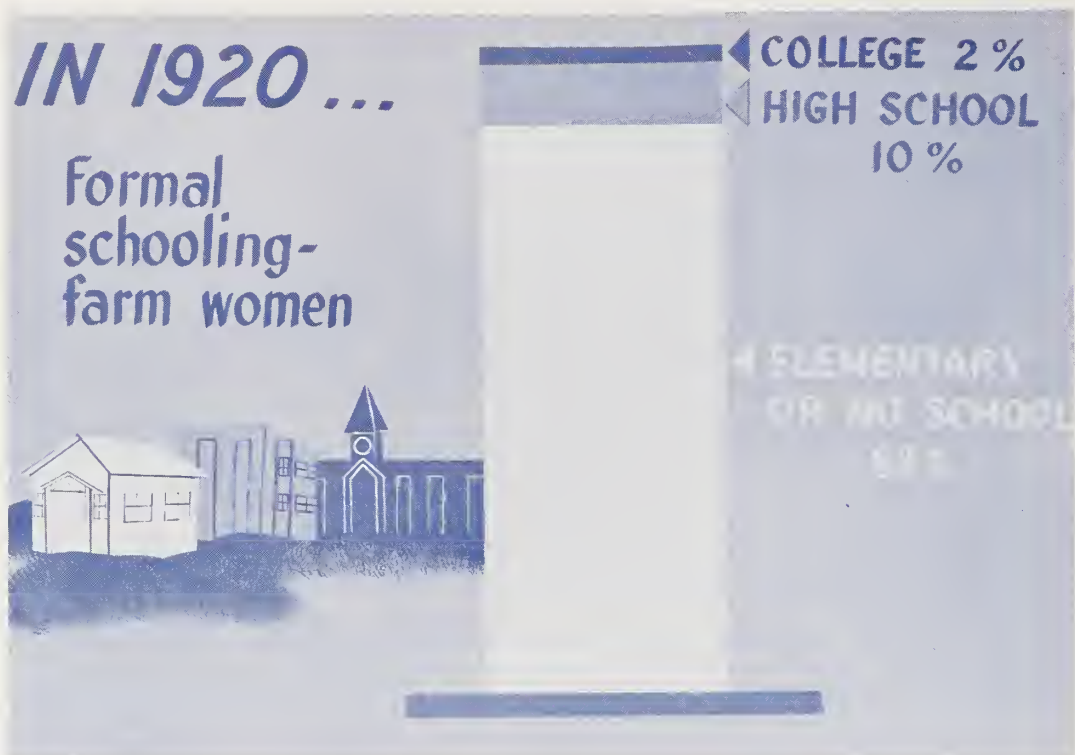


Chart 6. Formal schooling of farm women - 1920.

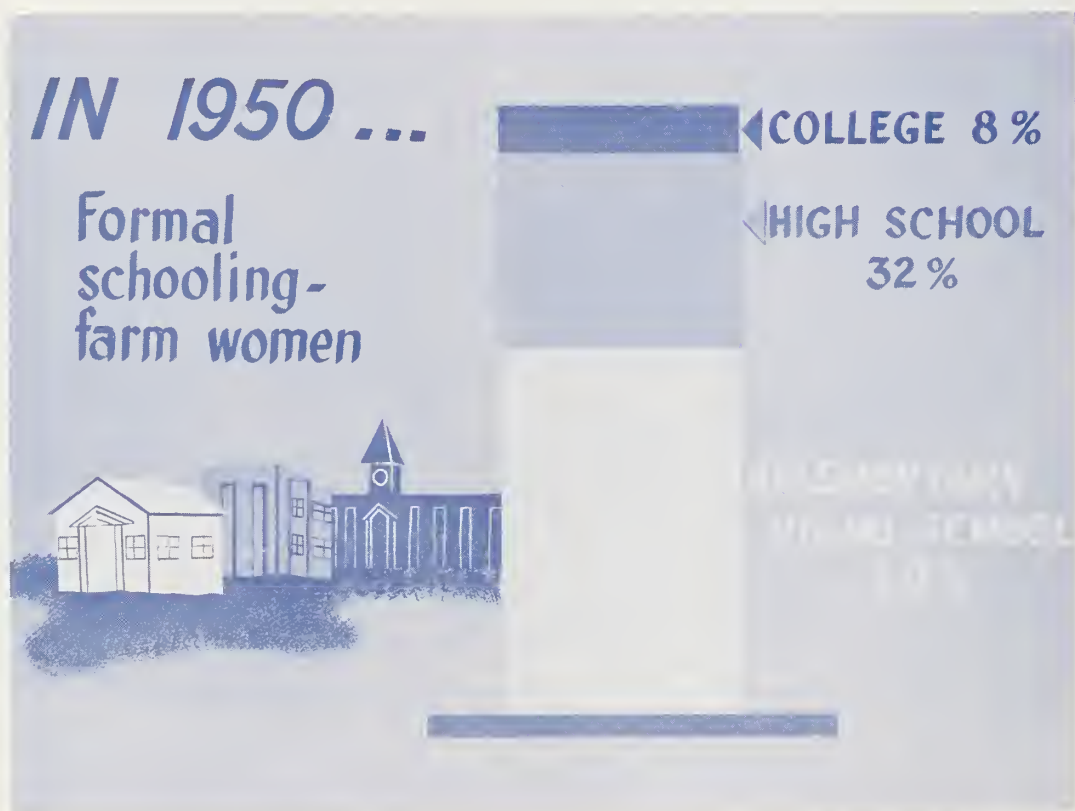


Chart 7. Formal schooling of farm women - 1950.



Chart 8. Improvements in farm homes - 1920.

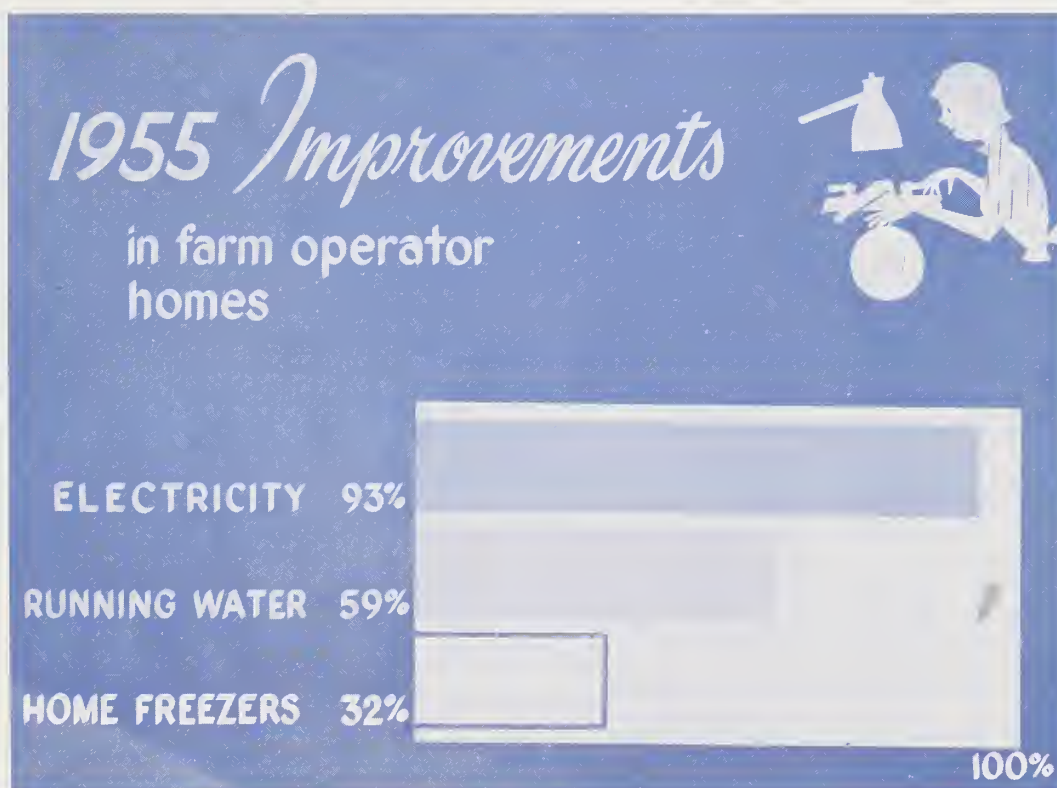
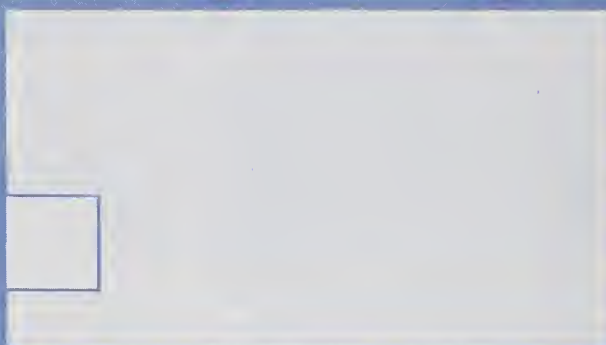


Chart 9. Improvements in farm homes - 1955.

Farm families and CARS 1910



WITH CARS
2%
Living on or near
ALL-WEATHER
ROADS
15%



100%

Estimated

Chart 10. Farm families with cars - 1910.

Farm families and cars 1955



WITH CARS
71%
Living on or near
ALL-WEATHER
ROADS
75%



100%

Chart 11. Farm families with cars - 1955.



Chart 12. Farm homes with telephones, radio, television - 1920.



Chart 13. Farm homes with telephones, radio, television - 1955.

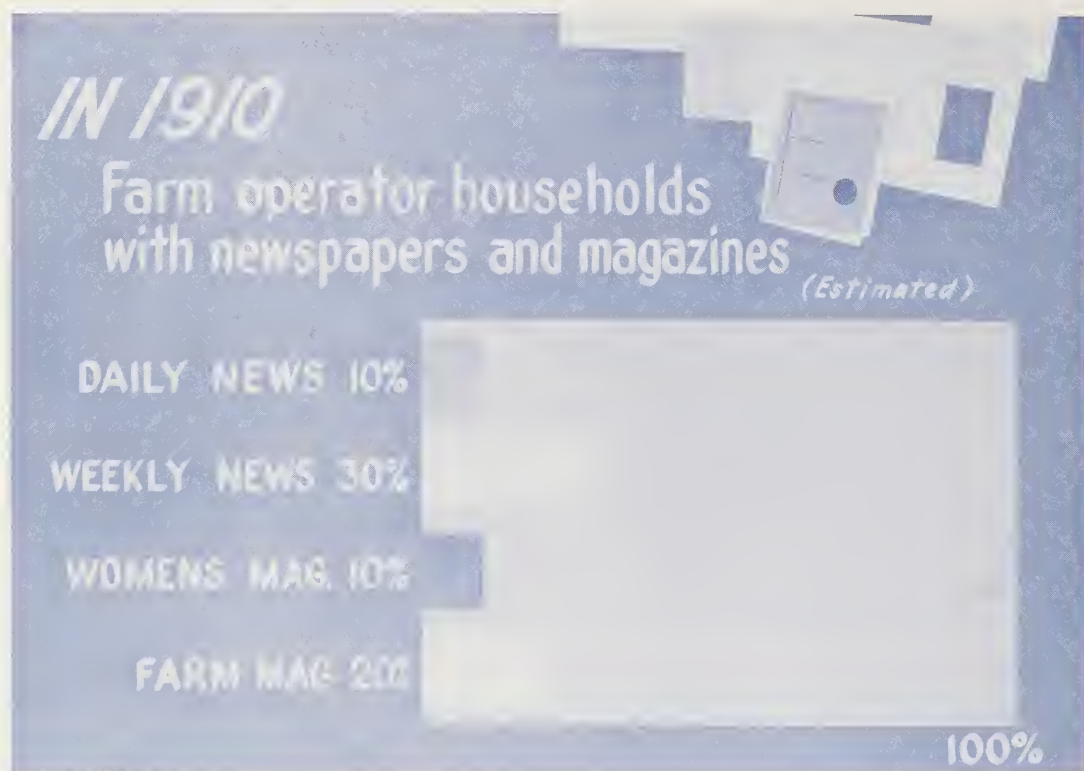


Chart 14. Farm homes with newspapers and magazines - 1910.



Chart 15. Farm homes with newspapers and magazines - 1954.

IN 1915

**Only 357
Home demonstration agents
in the U.S.**



Chart 16. Number of home demonstration agents - 1915.

IN 1954...

**4,694
Home
demonstration
agents
in the
U.S.**



Chart 17. Number of home demonstration agents - 1954.

***IN 1910-17** Families assisted through Home Economics Programs*

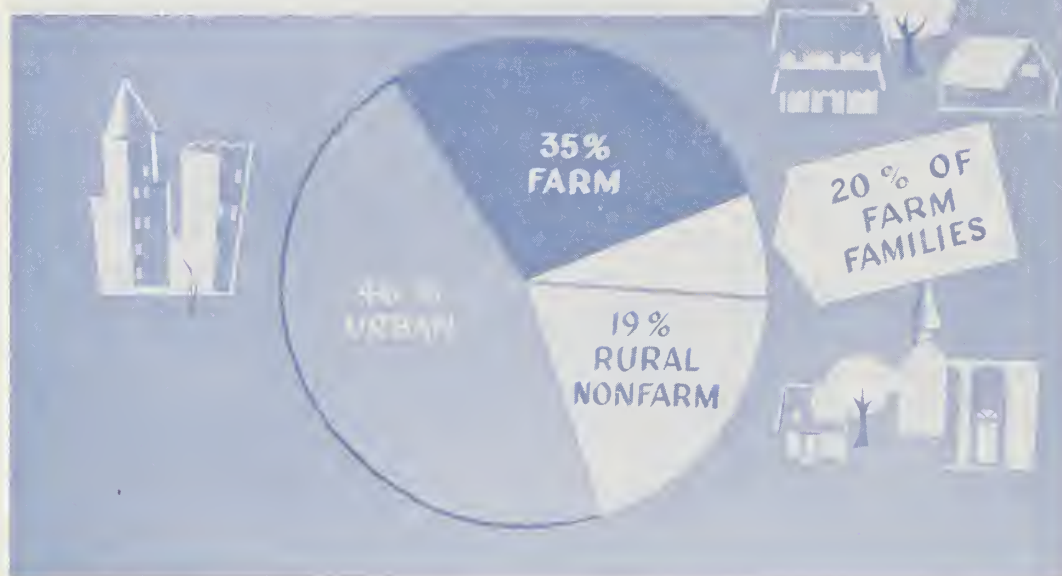


Chart 18. Farm families assisted through home demonstration work - 1910-17.

***1954** Families assisted through Home Economics Programs*

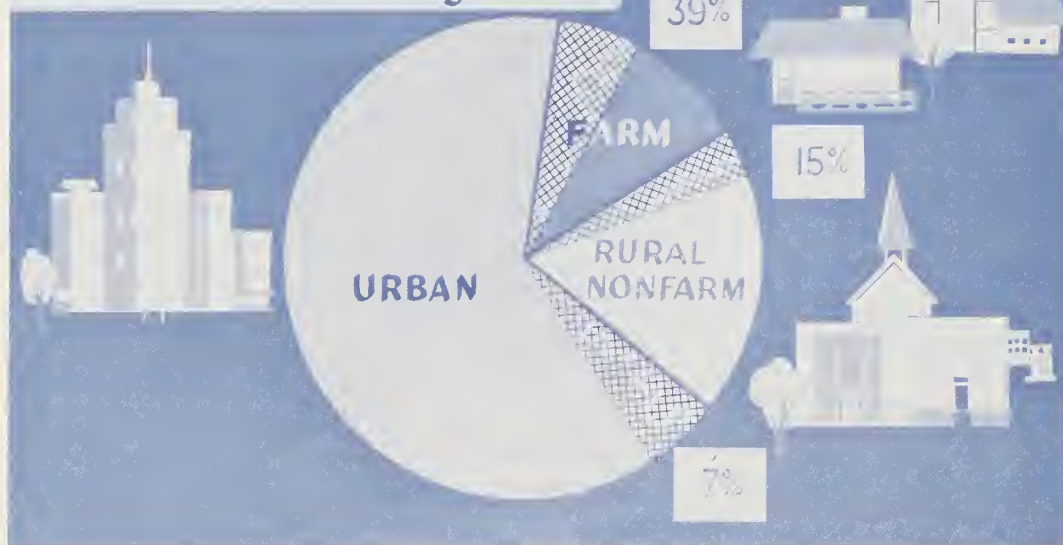


Chart 19. Families assisted through home demonstration work - 1954.

Distribution of Home Demonstration Agents' Time by Subject Matter, 1925

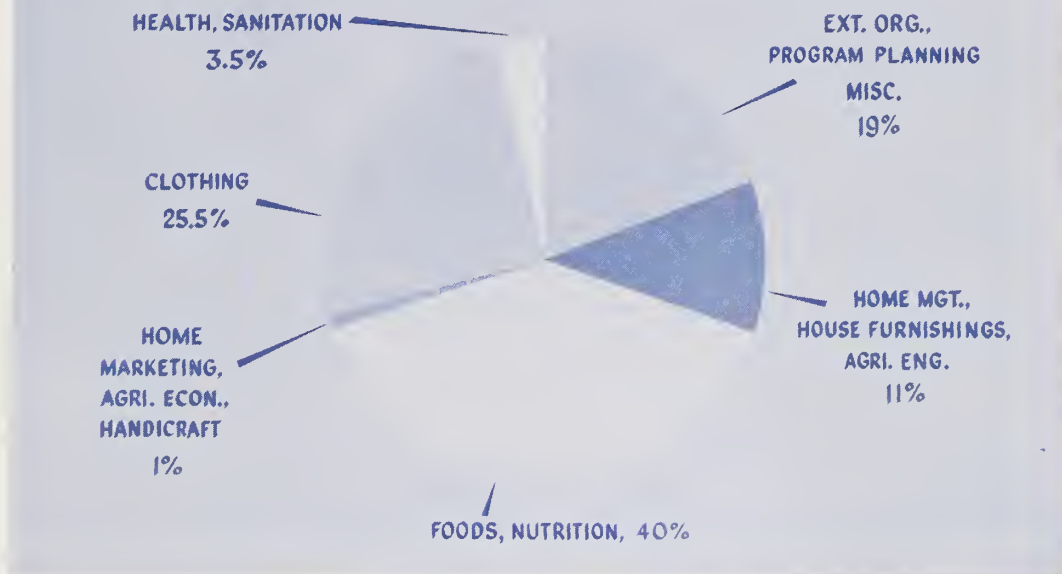


Chart 20. How home demonstration agents spent their time - 1925.

Distribution of Home Demonstration Agents' Time by Subject Matter, 1954

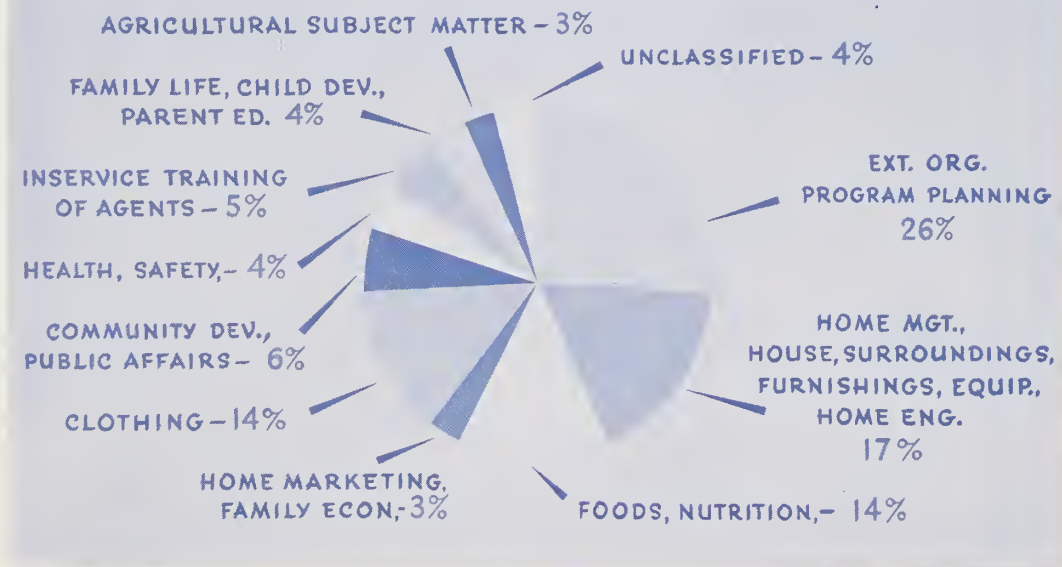


Chart 21. How home demonstration agents spent their time - 1954.

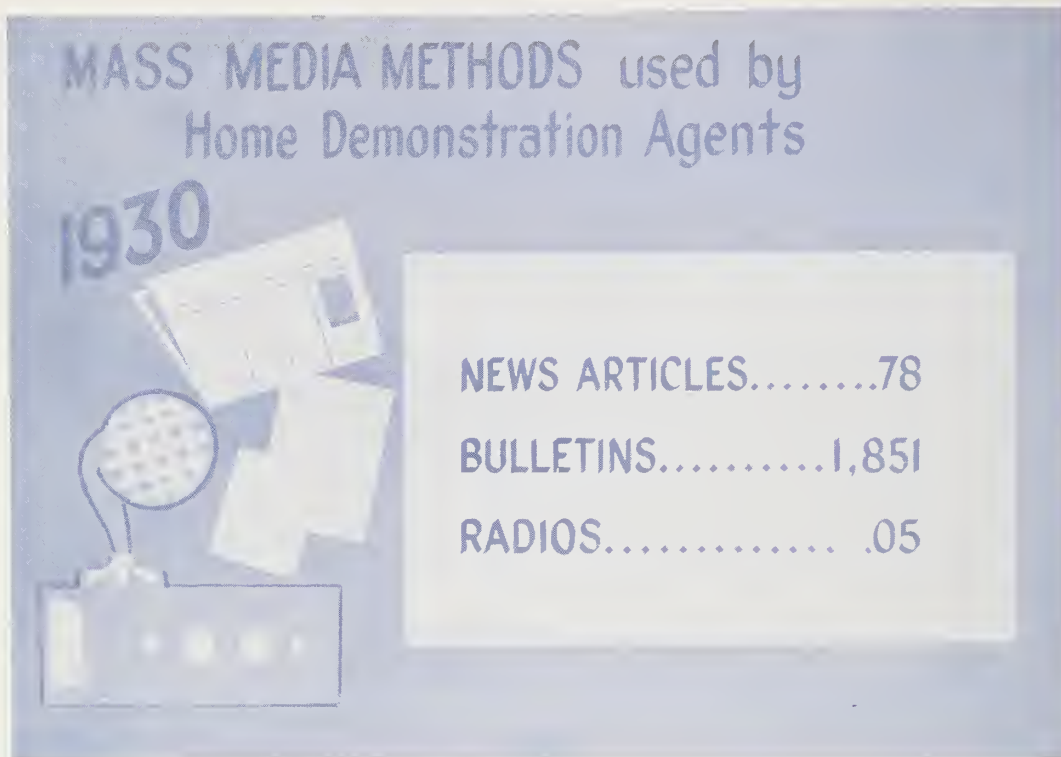


Chart 22. Some mass media methods used by home demonstration agents - 1930.

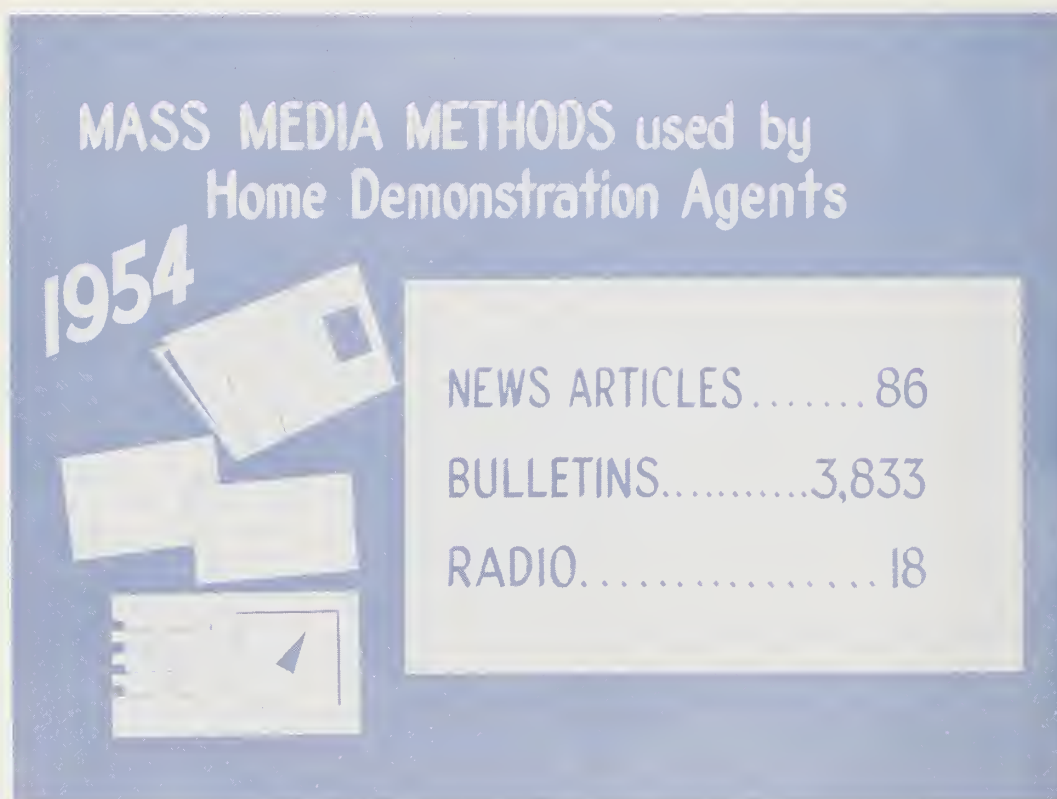


Chart 23. Some mass media methods used by home demonstration agents - 1954.

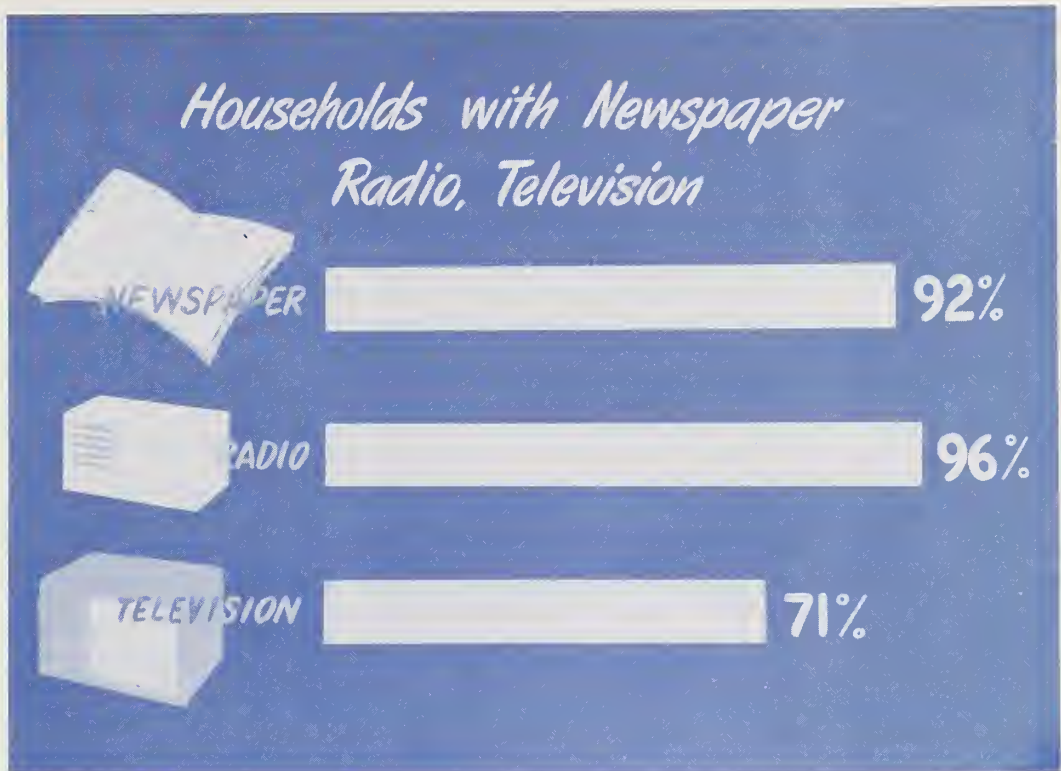


Chart 24. Households with newspapers, radio, TV, Louisville, Ky. - 1955.

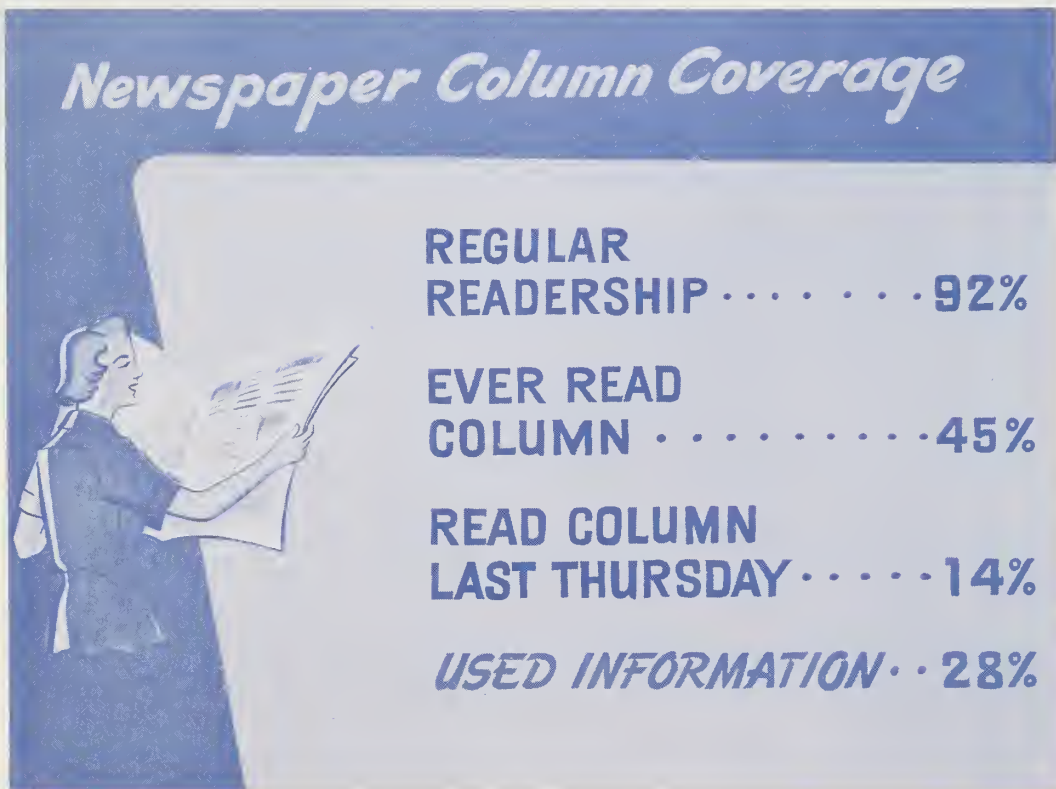


Chart 25. Newspaper column coverage - Louisville, Ky. - 1955.

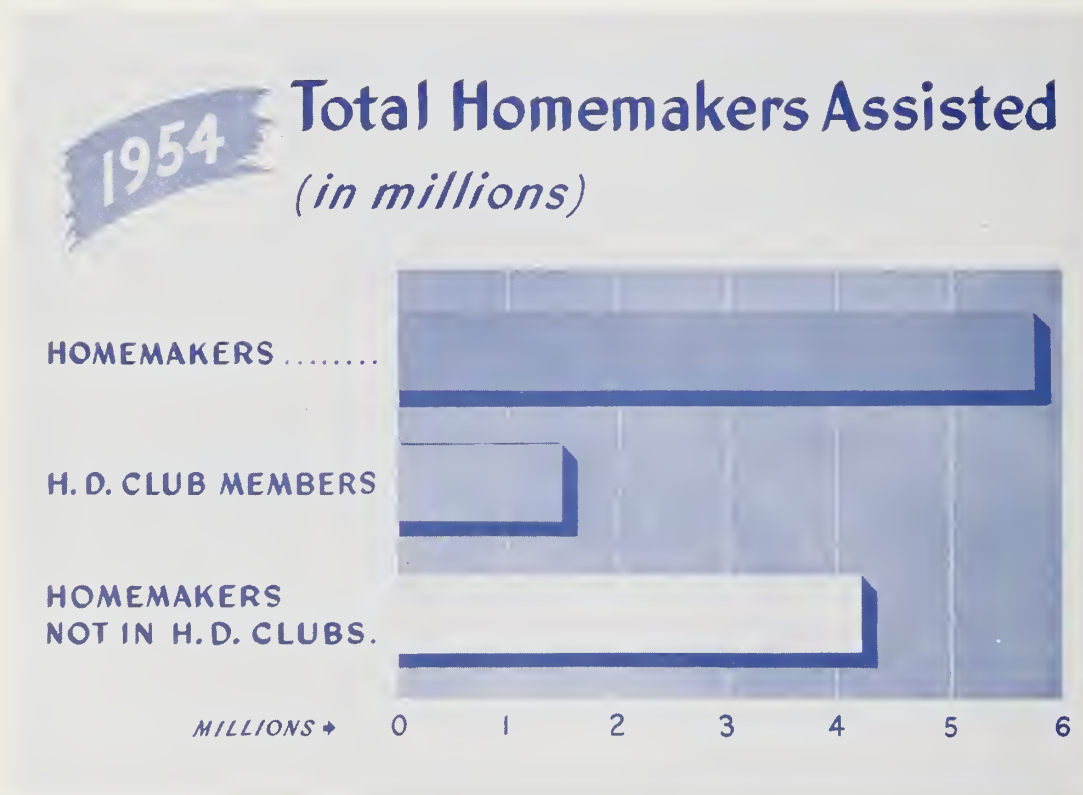


Chart 26. Total homemakers assisted through home demonstration work - 1954.

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